

Changes in American Scene Told In New Census Bureau Bulletin

Households and Families, by the Census Bureau, is the new title of a just-issued bulletin of the Census Bureau. The style of its five pages throughout has about the same amount of writing as the title.

Even so, the bulletin will capture the attention of those who take a long-run view of the country's industrial development. It traces two profound changes:

A. The urge to get married and start families, which gripped the nation so firmly between 1940 and 1947, has waned a little. The increase in husband-wife households was 577,000 a year in the earlier period. Between 1950 and 1954, it declined to 441,000. As the Bureau observes, 67 per cent of the adult population consisted of husbands and wives in 1949, compared with 60 per cent in 1940; the rate of new-family formation had waned. In April, 1954, the Bureau calculates, there were 35.0 million husband-wife households.

E. The rush to the country continues. Rural non-farm families increased from 7.9 million to 9 million in four years, a rise of 13.9 per cent while urban families rose from 21.7 million to 23.1 million, or 6.5 per cent. Considering that the Bureau regards as urban any town of 2600 or more persons, it is plain that we have just begun to grapple with the problems of suburban schools, roads, etc.

TECHNOLOGICAL GAIN—A self-spacing feature which expedites installation of ceramic wall tile has been put into production by leading manufacturers of such tile throughout the United States. Under the new process, all tiles are made with small bars or studs on each edge, to provide a joint of 1/32 or 1/16 inch between them.

This eliminates the necessity for the tilesetter to provide this space. Clay wall tile in bathrooms and kitchens goes in to place faster, and the final work has more uniform joints. Built-in space-bars are the second major step of the clay tile industry in recent years to reduce the time needed for installing ceramic tile, thereby lowering cost to the customer.

The first was adhesive installation, which permits ceramic wall and floor tile to be put in place over any existing surface that is in proper condition. This reduces remodeling cost and labor, and is also used in dry-wall homes.

THINGS TO COME — You can now buy the moppets a "Sky Zoo," projecting the mythological animals of the constellation on the ceiling to help identify their places in the heavens. . . . A single shaker for salt and pepper has a revolving top which determines which comes out. . . . A portable air freshener operates by generating ozone to dissipate organic odors. . . . A plastic pushbutton dispenser for the kitchen dries out exactly one level teaspoonful per push.

SPENDING FOR SALES—A paradoxical sales expense of 1954—but a profitable one, on the word of the man who did it—saw a large American company spending a million dollars to keep some of its own

merchandise from being sold. It was all done in a successful effort to keep faith with the company's authorized dealers, the firm's vice-president for sales, explained to a meeting of the New York Board of Trade. The persons from whom the merchandise was withheld were discounters—retail outlets offering wares at prices less than its legally authorized trade levels.

Happy ending: Legitimate dealers, convinced by this action that they were not building up a product which would then be used to lure trade away from them by the discounters, sold 17 per cent more merchandise in 1954 than in 1953, so the company had greater sales than ever before.

During the year 455 price cutters were taken off the dealer's list, injunctions were obtained against 43 discounters, and 225 retailers, faced with legal action, signed fair trade contracts.

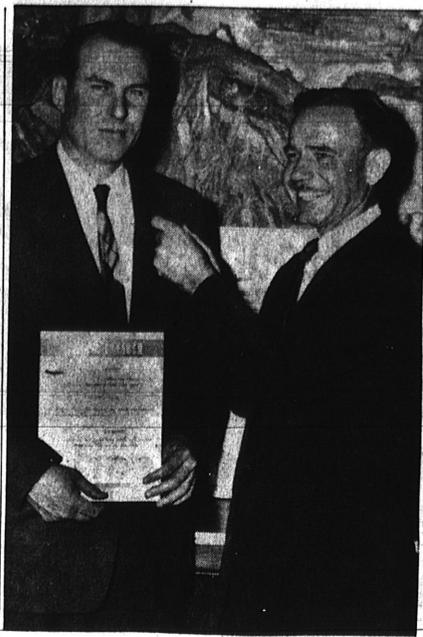
BAROMETER RISING—More and more, as anyone can see in the super market or the department store, the person who buys merchandise in this country buys a bit of paperboard along with it. That is why this form of packaging is an excellent indication of the state of the nation's business.

All during 1954 paperboard mills ran at 80 per cent of capacity. They only attained this level by a strong upsurge in the Christmas shopping season. Now, mills report, they are humming along at a 94 per cent rate. What makes this better is that some paperboard capacity was installed last year, so the higher percentage is on a higher base. New orders, as February began, were at the highest level since November, 1953.

BITS O' BUSINESS — Housing starts in January set a new high for the month, at 88,000. . . . Steel output last week was estimated at 2,129,000 tons. . . . Auto production in the Feb. 7 week was the highest in history. . . . Hearings begin today on a bill for \$1.6 billion of Federal highway aid per year for the next five years.

Industry Set As Topic of C of C Talk
Industrial development in Southern California, with emphasis on Torrance, will be the topic of D. E. Porter, at the monthly Chamber of Commerce breakfast Tuesday at the Woman's Club.

An industrial agent for the Southern Pacific and Pacific Electric railroads, Porter has worked in Torrance for many years. He will discuss the railroads' interest in encouraging industrial development in this area.



DUBBED "OLD MONARCH" . . . Past President Milt Isbell of the Torrance Lions Club (left) receives a certificate elevating him to the rank of "Old Monarch" for 10 years continuous service to the International Association of Lions Clubs. Presentation was made by Dr. Rollin R. Smith at the club's anniversary party in Long Beach last week.

Red Cross Provided 2121 Pints of Blood Locally

In its blood program alone, the Red Cross membership campaign which opened March 1 offers Torrance contributors more than a four-fold return on every dollar they give, Albert Isen, fund chairman, announced this week.

With a total of 2121 pints of blood valued at \$53,025 deposited in Torrance Memorial and Harbor General hospitals last year, the Red Cross annual fund organization has set a goal of \$13,900, approximately one-fourth the blood value, to support its many public services in 1955.

"The blood service program points up how Red Cross serves you best," Isen said, "by the cooperative efforts of subscribers, donors and volunteers giving in the spirit of people helping people—when the need may mean life or death."

Monthly Quota High
Climbing to a new peak in 1954, the blood service distri-



CHARTER MEMBERS HONORED . . . Charter members of the Torrance Lions Club receive certificates naming them "Charter Monarchs" at the club's anniversary party. Left to right are President Warren Hamilton, Dr. Don C. Moshos, John Ritchie, W. B. Hickox, Ike McTea, and Al Ewalt. The Torrance club has been organized since 1945.

Dental Week to Emphasize Dangers of Tooth Neglect

If your child follows the usual pattern he may well be a dental cripple by the time he is in his 40's.

There is little or no excuse for this prospect. But the fact is, according to recent studies, that the individual, by the time he is 41, is likely to have 39 missing, decayed or filled teeth.

This is the warning to be sounded next week by the Council on Dental Health of the third district of the Los Angeles County Dental Society, as the group observes the seventh annual Dental Health Week.

"The loss of permanent teeth in children and young adults is shocking," Dr. Arthur Berke, district chairman of the week-long program reported. Some 40 per cent of our children have had at least one permanent tooth extracted by the age of 14; that at age 35, one-quarter to one-half of the population has or should have artificial dentures.

"Dental disease," he said, "affects 90 to 95 per cent of the population." Yet, dental disease is readily preventable. Dr. Berke pointed out, stating that with the knowledge at hand, we can control and prevent as high as 90 per cent of the dental troubles of the average family.

Singer Sewing Center To Open Doors Friday

The Singer Sewing Center will open its doors Friday at 1609 Cabrillo Ave., manager Robert Eason said Wednesday. The center will offer all Singer products and accessories, as well as repairs and service.

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U. S. Steel Reveals Shareholder Report
Holdings of common stock of United States Steel Corp. in 11 western states on Dec. 31, 1954, totaled 2,158,371 shares, comparing with 2,218,837 shares six months before, the corporation announced Friday. Holdings of preferred stock totaled 200,168 shares, against 201,584 shares on June 30, 1954.

Burglars Get \$50
Burglars broke into the Sunnyside Nursery, 1821 S. West-ern Ave. Thursday, taking \$50 from the cash drawer, K. Kato reported to Torrance police.

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